

| | | | |
|-------------|------------------------|-------------|----------------------|
| MediaTitle | iProperty.com Malaysia | | |
| Date | 15 Jul 2014 | Language | English |
| Circulation | 30,000 | Readership | 90,000 |
| Section | NEWS | Color | Full Color |
| Page No | 58,59 | ArticleSize | 1158 cm ² |
| AdValue | RM 6,818 | PR Value | RM 20,454 |
| | | | |

BUYERS CLUB | *The Trax @ Chan Sow Lin: An Urban Metamorphosis*

The Trax @ Chan Sow Lin: An Urban Metamorphosis

The Trax is a hidden gem soon to be unraveled in the upcoming hotspot of Jalan Chan Sow Lin on the fringes of Kuala Lumpur city.

A RISING STAR

With the rising demand for sophisticated, functional and contemporary property development, the Trax @ Chan Sow Lin is set to change the landscape of an area that was once straggling behind Kuala Lumpur's urban transformation. Located just 3 kilometers from Kuala Lumpur's central business district, the vicinity of Jalan Chan Sow Lin was once a lackluster urban center known for industrial activities, old factories, make-shift garages and storage yards. Cashing in on the excellent potential of the locality and envisioning limitless prospects for development and integration into Kuala Lumpur's urban threadwork, Insan Tiara Sdn Bhd, a reputable property developer, embarked on creating a fully integrated mixed-use commercial development spread across the 1.19-acre land bank.

VERSATILITY AND CONTEMPORARY APPEAL

The Trax is a grand yet versatile 14-storey development comprising 102 units of which 10 are retail units whilst 92 are flexible office suites. Featuring high ceilings and spacious office suites, the hybrid commercial hub is a highly functional commercial development that blends efficiency, flexibility and productivity. Retail spaces at the development measure between 496 sq ft and 14,329 sq ft, whilst office suites measure from 496 sq ft to 2,056 sq ft – an abundance of space in a central location.

With a gross-development-value of RM114 million, the Trax anchors the concept of corporate and retail office at "double the space and half the price". Priced from RM857 per sq ft for retail units and RM676 per sq ft onwards for office units, the Trax is an excellent bargain in view of its strategic location in the city. Office spaces at the Trax are a cost effective option, especially with the

15-feet floor-to-floor space, which provides extra flexibility for use as storage or additional work space. A boon for commercial activities are the higher floor loading spaces, 3-phase electrical capacity, 3 passenger lifts and 2 cargo lifts as well as 335 parking spaces spread across 5 levels. Selected office and retail units enjoy parking spaces at their doorstep. Boasting 12 layout options, the Trax has been designed to meet the varying needs of today's business community. The development also offers excellent security systems, easy accessibility to retail, food and beverage outlets as well as an attractive business ambience.

INVESTING IN THE FUTURE

The Trax presents a guaranteed potential for high capital appreciation in view of its strategic location within easy access to the city centre, transportation hubs, expressways and access roads as well as population catchment areas. Positioned on the fringes of Kuala Lumpur's city centre, the Trax is within a 15-minute distance or approximately 8 kilometres from key business areas such as Jalan Bukit Bintang, MidValley Megamall, KL Sentral and KLCC.

Commuting is made easy with the availability of major highway networks such as the East-West Link, the major nerves of Jalan Loke Yew and Jalan Sungai Besi, the SMART highway and the Kuala Lumpur-Putrajaya highway. Chan Sow Lin is also a gateway for inter-city transit via the RapidKL LRT services connecting the Trax to other major transportation hubs in the city. Thus far, the Chan Sow Lin vicinity enjoys a 98% occupancy rate in surrounding developments. The Trax promises excellent rental yields of between 5.5% to 8% per annum.

LEVERAGING ON BANDAR MALAYSIA

The Trax is adjacent to the upcoming Bandar Malaysia national development

plan at the site of the old Sungai Besi airport in Kuala Lumpur, which is said to have a gross development value of RM20 billion. Bandar Malaysia is also expecting to welcome the Malaysia-Singapore High Speed Rail (HSR) project by 2020, further fueling the growth of the vicinity. Constructed at a cost of RM40 billion, the HSR will cut rail travel time between Kuala Lumpur and Singapore from six hours to just 90 minutes. The 320-kilometre line will connect Kuala Lumpur to Singapore via 5 transit stops spread out across Negeri Sembilan, Malacca and Johor. Datuk Low Kok Chuan, CEO of Insan Tiara states that the Trax is a joint-venture project with Utusan Melayu (M) Berhad and is an excellent alternative for renters seeking to escape the congestion of the city centre whilst leveraging on the great catchment of customers in the Klang Valley.

A VISIONARY DEVELOPER

The Trax is the brainchild of Insan Tiara, a property and construction company with experience in developing residential and commercial properties. The company's track record includes the 3-storey Wisma Kobesi, Dewan Serbaguna Seremban, the Biology Science Institute Research Centre for University Malaya and the residential precinct of Taman Bukit Semenyih 3, among others.

EXCELLENT VALUE

The Trax is a highly affordable development that boasts reasonable prices and excellent value for investment. Retail units at the Trax are priced from RM425,000 to RM21,259,000, whilst office suites are tagged from RM388,000 to RM1,510,000. For more information please visit thetrax.com.my.

- 1 An artist's impression of The Trax
- 2 An artist's impression of the main entrance of The Trax

| | | | |
|-------------|---|-------------|------------|
| Headline | The Trax @ Chan Sow Lin: An Urban Metamorphosis | | |
| MediaTitle | iProperty.com Malaysia | | |
| Date | 15 Jul 2014 | Language | English |
| Circulation | 30,000 | Readership | 90,000 |
| Section | NEWS | Color | Full Color |
| Page No | 58,59 | ArticleSize | 1158 cm² |
| AdValue | RM 6,818 | PR Value | RM 20,454 |
| | | | |

